



## Personal Traits

## Description

## Frustrations

## Needs

**Hop Seng**  
**Age: 69**  
**Industry:**  
**Coffeeshop**  
**Uncle**



**John**  
**Age: 14**  
**Industry:**  
**Middle School**  
**Student**



**Molly**  
**Age: 54**  
**Industry:**  
**Housewife**



**Jessica**  
**Age: 22**  
**Industry:**  
**University**  
**Student**



Confident, Ignorant

- Boomer Generation
- Not highly educated

- Does not think pandemic is serious
- Thinks reactions are overblown

Clear, succinct way to learn about virus severity and how to be prepared for it

Happy-go-lucky, Short-sighted

- Likes to have fun
- Short attention span

- Wants virus to get worse so school shuts down
- Upset that CCA is cancelled

Fun, engaging game to play with friends while learning about the virus and measures to take

Afraid to lose out, Gullible

- Panics easily
- Overreacts

- Does not know how to handle situation
- Worried about price and availability of goods

Informative game to learn to discern fact from fiction, and not overreact

Intellectually curious, Experimental

- Understands situation
- Global-minded

- Cancellation of internships/exchange
- Upset that studies affected

Resources to learn more about the virus and how it can be effectively prevented